

Approved on 12.13.2011

Wheaton Urban District Advisory Committee (WUDAC)

Meeting Minutes—November 8, 2011

Mid-County Regional Center -2424 Reddie Drive, Wheaton, MD 20902

Members Present: Jeannette Feldner (chair); Marian Fryer (vice chair), Devala Janardan, William Moore, Janet Yu, Linda Amendt, Kenneth Nelson, Jim Onder, William Moore, Henriot St Gerard, Matt Barry

Members Absent:

Staff Present Ana Lopez van Balen, Director, Mid-County Regional Center; Pete McGinnity, Wheaton Redevelopment Program; Sidney Cooper, Wheaton Urban District

Guests: Maria Jose Zelaya, CEO, Los Taxes
Ester French, Patch

Call to Order: Chair Jeannette Feldner at 5:05 p.m.

Introductions of WUDAC members to Meeting Guests

Motions October Meeting Minutes were approved—motion by Fryer, 2nd by Yu. Motion carried.

Nelson volunteered for Recording Secretary for November meeting.

After Committee discussion, Advocacy subcommittee will draft letter for WUDAC approval to send to Montgomery County Council explaining WUDAC position on Bill 33-11, Urban Renewal and Community Development—Community Benefits Agreements—Large Retail Stores for the December WUDAC meeting.

WUDAC members are to update members contact list between November and December 2011 meeting. Please send update to Ana Lopez van Balen, Director, Mid-County Regional Center

Community Concerns Maria Jose Zelaya, CEO, Los Taxes commented on difficulty of finding information about services in District.

Chair's Report Mentioned that WUDAC had a wonderful retreat and thanked everyone for the help and support.

Subcommittee

Reports

Advocacy – Devala Janardan (chair), Henriot St. Gerard, Ken Nelson
Janardan discussed Goals for the year in the following areas:

Panhandling – Need to go back to County Council
○ Find out background information and update on bill's progress

Leventhal Bill sunseting boards and commissions

Legislative – Signs, etc. is this part of advocacy

Mobile Food Trucks -

Investigations – County Procedures – State law

More one on one with actual council members.

Community benefits agreement

How do we inform the community?

○ Wheaton citizens' coalition

○ Need to know what all the groups are

§ Community building

○ Get status update on Leventhal Bill for Tuesday

WUDAC regular meeting

Business Development - Janet Yu (chair), Peter McGinnity
(proposed)

Yu discussed goals for the year:

○ Need to let businesses know that we are here to listen to them, we are not the county – we are a helping hand not enforcer.

○ Bringing groups together – having business development committee act as catalyst to bring groups together.

○ Education – working with business development center

○ Ana will follow up with Peter McGinnity.

Communication/Promotion – Jim Onder (chair), Sidney Cooper, William Moore

Onder discussed goals for the year:

○ Strengthen our existing methods of communication:

www.wheatonmd.org, Facebook, twitter, WUDAC blog.

○ Will interact with each subcommittee

○ Work with media for positive stories but also to share information.

Cooper passed out handout on Current Communication Methods listing Wheatonmd.org, smartphone application, Facebook/Twitter, Press Release/Media, Advertising, Posters/Flyers, and Moving Forward.

Cooper also requested support for getting current information on all methods. Additional discussion on using other business tools.

Community Building - Linda Amendt (chair), Marian Fryer, Jeannette Feldner.

Amendt shared goals for the year:

- Obtaining list of Wheaton associations, listservs, (get from National Parks and Planning), identifying point of contact.
- Send regular communication via a mailer
- Conduct a survey
- Offer to bring speakers
- Set up tent at Wheaton major events.

Amendt wanted to use Patch for supporting efforts

Budget – Matt Barry (chair), Joe Callaway

Barry shared goals for the year:

- Create 5 year budget
- WUDAC will advocate to the County on why the Urban District needs additional resources
- Educate WUDAC on other county groups that affect Wheaton
- Begin by analyzing the budget for FY12.

Barry mentioned that committee would review forecasts and committee will be meeting on the last Thursday of next month.

Director Reports

Director's report:

Discussed efforts by **The Coalition for the Fair Redevelopment of Wheaton** to develop small business and relocation solutions.

Aggressive towing conversations will take place with property owners, and discussions with contacting owners as well.

Meeting with 4th District police about crime taking place near parking lot #13.

Redevelopment Report

See attached pdfs. The report contains updates on Wheaton Sector Plan, Wheaton Sector Plan Design Guidelines, B.F. Saul Co./Wheaton's New Downtown, Coalition for the Fair Redevelopment of Wheaton, Ennals-Price Roadway Connection, Westfield, Ana Mendez University, Safeway/Patriot, Washington Properties, Alliance Residential Company, and 11141 Georgia Avenue.

Westfield Report

Barry mentioned:

New Bag law takes effect January 2012 and mentioned end result of cleaning the Bay.

Holiday Season has started with Governor O'Malley attending opening of H&M and guest sales opportunity.

Costco building back on track

-Sales are up 6% and traffic up 3% in comparison to last year.

Meeting Adjourned 6:25 p.m.